



10.0 Growth Areas

The Growth Areas Element of the Goodyear General Plan 2003-2013 is intended to assist the City in making timely investments in its infrastructure and public facilities to promote a sustainable community. Sustainability relates to numerous factors including a balanced mix of jobs in relation to residents, integrating a full complement of transportation choices to reduce dependency on the automobile and improving air quality, and making parks and open space more plentiful and accessible for City residents. It is important for Goodyear to use the recommended strategies in the Growth Areas Element to leverage its existing and future vehicular, transit and aviation transportation corridors, opportunities for mixed-use development, and proximity to both local and regionally significant open space. While the City promotes development within the Growth Areas, these guidelines may also be used for development and redevelopment in other appropriate regions of the City.

The Growth Areas Element is organized into the four sections identified below to communicate the City's future focus for integrated development and infrastructure investments.

- Background
- Growth Areas Goals, Objectives and Policies
- Growth Areas Plan
- Growth Areas Element Implementation Activities

10.1 Background

The City of Goodyear has experienced considerable growth over the past 70 years. Its 1930 population of 1,135 increased to 18,911 residents in 2000, and now is nearly 31,600 (January 2003), producing an annual increase of approximately 20 percent. While the City's growth rate has outpaced the State of Arizona (15 percent), it has not grown as fast as Maricopa County (28 percent) on an annualized basis.

The continuation of significant growth within its planning area and the potential for future annexation will pose both direct and indirect community and environmental challenges. These challenges include increased traffic that is constrained by the linearity of the planning area, potential air and water availability and quality issues, decreased open and agricultural space, and







reductions to the natural desert and riparian habitats. Rapid growth not only places additional pressures on the City, but also on its municipal and county neighbors who may assist in providing a regional approach to guide growth in a staged and integrated manner. Coordination among adjacent communities reduces the possibility of uncoordinated peripheral development and resulting service and infrastructure cost inefficiencies. The Growth Areas Element is a required addition to municipal general plans as a result of the passage of Growing Smarter in 1998 and subsequent amendments approved by the legislature in 2000 (Growing Smarter Plus) and 2001. The primary goal of this legislation is to guide growth and address the impacts of urban sprawl. Ultimately, this element encourages new growth in selected regions of the planning area where it can be accommodated. The Growing Smarter/Plus legislation states that the Growth Areas Element should contain policies and plans designed to:

- Make automobile, transit, and other multi-modal circulation more efficient, make infrastructure expansion more economical, and provide for a rational pattern of land development
- Conserve significant natural resources and open space resources in the growth area, and coordinate their location to similar areas outside the growth area's boundaries
- Promote the public and private construction of timely and financially sound infrastructure expansion coordinated with development activity

The recent pace of development that has occurred in the northern half of the Goodyear Planning Area, continue to pose considerations that must be made to address continuing accelerated development pressures. Identifying the selected growth areas based on the criteria above will be key to compatible, integrated and staged growth within the boundaries of the planning area. This requirement is even more important given the projected population and housing unit increase of the planning area. The full buildout of the planning area yields an estimated 357,900 **new** residents and 132,500 **additional** housing units.

Based on the criteria listed above, City Staff initially identified, and the General Plan Advisory Committee (GPAC) refined and supported, a total of four growth areas within the planning area. These areas currently exhibit a range of land use character and infrastructure needs, which will continue to evolve and increase as these areas become the focus of strategic municipal







and private capital and infrastructure investment. The identified Growth Areas are "general areas" and are not intended as definitive boundaries. The Growth Areas are identified in Figure 10-1, *Growth* Areas and briefly described below.

Growth Area A: I-10 Corridor

The I-10 Corridor includes an approximate ½ to 1 mile corridor on the north and south sides of I-10 from Dysart Road to Perryville Road. The Corridor includes approximately 8,160 acres or 12.8 square miles. Its existing land use is comprised of a mix of residential commercial, commercial office, light industrial, public/quasi-public and agricultural uses. The only portion of the corridor served with bus transit is the far eastern portion along Dysart Road. The Roosevelt Irrigation District Canal and Bullard Wash also transect the corridor, providing opportunities for non-motorized transportation. The corridor contains numerous stormwater detention basins on the north side of I-10 to capture surface drainage from the northwest. Several neighborhoods to the south contain parks to serve the recreational needs of surrounding residents.

Growth Area B: City Center

The City Center includes approximately 173.0 acres of land bisected by Yuma Road and Estrella Parkway. The only existing land use is the recently constructed post office. The area is not currently served with transit. The City has identified this area as its future downtown.

Growth Area C: Rail-Air Transportation Corridor

The Rail and Transportation Corridor includes the Phoenix Goodyear Airport and the adjacent east-west MC-85 corridor, which parallels the Union Pacific/Southern Pacific Railroad. The area includes approximately 4,230 acres or 6.6 square miles. Its existing land use pattern is comprised of light and general industrial uses and vacant land. The area is currently served with one route of transit that utilizes MC-85. The Union Pacific-Southern Pacific Railroad tracks, located on the north side of MC-85, could provide commuter rail opportunities in the future. Even though there is no residential use within this growth area, Bullard Wash provides an open space and trail connection to the north as well as to the Gila River.







Growth Area D: Gila River Corridor

The Gila River Corridor includes an approximate ½ mile on the north and south sides of the Gila River from Dysart Road to Perryville Road. The corridor includes approximately 5,340 acres or 8.3 square miles and exhibits an existing land use pattern of vacant uses. The corridor is not served with transit. The majority of the area is contained within the boundaries of the 100-year floodplain.







Figure 10-1 Growth Areas







10.2 Growth Areas Goals, Objectives and Policies

The goals, objectives, and policies presented in the Growth Areas Element serve as the City's guide to mixed land uses, multi-modal transportation services, and appropriate infrastructure investments. The presented goals are the culmination of revalidated issues from the 1998 General Plan, input from the General Plan Advisory Committee (GPAC) and the residents of the City, Community Development Department staff, other City Department staff involvement, and URS's professional assessment. The Growth Areas goals respond to the following issues:

- To provide a balance of housing and job creation
- To enhance transportation throughout the community
- To extend timely infrastructure to serve growth
- To have an open space system that serves community and regional uses
- To protect Luke AFB and Phoenix-Goodyear Airport

The supporting objectives and policies serve as guidelines for implementation activities, which will aid the City in reaching its desired vision.

Goal A: An Equitable Geographic Mix of Residential and Employment Uses.

Objective A-1: Identify the City Center as the "heart" of the City.

Policy A-1a: The City shall identify the area surrounding the intersection of Yuma Road and Estrella Parkway as the location for a mix of higher intensity employment uses, commercial uses, higher density residential uses, and other cultural and recreation uses.

Policy A-1b: The City shall link the City Center with vehicular, transit, bicycle, and pedestrian modes that connect with the external (i.e., Bullard Wash) circulation networks.

Objective A-2: Identify appropriate sites for Village Centers in the City.







Policy A-2a: The City shall identify the area surrounding the planned regional service center, (intersection of SR 303 and Baseline Road (King Ranch), the intersection of Estrella Parkway and Elliot Road, the intersection of Estrella Parkway and Cotton Lane, and the intersection of Estrella Parkway and Chandler Heights Road/Queen Creek Road), as the locations for mixing moderate employment intensity, commercial uses, and residential density as well as cultural and recreation uses.

Policy A-2b: The City shall link the Village Centers with vehicular, transit, bicycle, and pedestrian modes of circulation.

Policy A-2c: The City shall entertain the identification of additional Village Centers that meet the intent of the land use definition, and are served by multi-modal transportation and strategic infrastructure programming.

Objective A-3: Enhance the jobs per capita ratio within the identified growth areas, City Center and Village Centers.

Policy A-3a: The City will support the creation of specific plans that, at a minimum, triple the jobs per capita goal (i.e., three jobs per 3-4 residents) within the City and Village Centers.

Policy A-3b: The City will support (as long as the regional area can adequately transport vehicular/transit trips) the expansion and potential relocation of employment uses identified south of the Gila River.

Goal B: A System of Routes Where High Capacity Human Movement is Desirable.

Objective B-1: Preserve existing vehicular facilities and possible high capacity corridors.

Policy B-1a: The City shall identify I-10, the SR 303 corridor, Estrella Parkway, Rainbow Valley Road, Cotton Lane and Broadway Road (east of MC-85) as the major high capacity vehicular and transit corridors to serve the City.







Policy B-1b: The City shall coordinate the acquisition and/or dedication of appropriate right-of-way from public and private landowners to maximize the multi-modal capabilities of SR 303, Estrella Parkway, southerly extension of Cotton Lane, and Rainbow Valley Road.

Objective B-2: Preserve opportunities to mix residential and employment land uses along rail corridors where light/commuter rail may be viable.

Policy B-2a: The City shall partner with its adjacent municipalities and Valley Metro to initiate conceptual location studies for transit facilities (i.e., the intersection of MC-85 and Estrella Parkway) along the Union Pacific-Southern Pacific Railroad corridor.

Policy B-2b: The City shall partner with Valley Metro to initiate conceptual location studies for transit facilities (i.e., Park n' Ride, transit stops) along the I-10 corridor, SR 303 corridor, southerly extension of Cotton Lane and Estrella Parkway.

Policy B-2c: The City shall promote the principles of transit supportive land use to leverage the opportunities for mixed use land adjacent to transit facilities.

Goal C: A Land Use Intensification Where Equitable, Cost Efficient and Timely, Infrastructure and Services are or will be Available.

Objective C-1: Aggressively utilize compatible infill opportunities for vacant parcels.

Policy C-1a: The City shall create and adopt an infill policy to enhance the utility and revenue creation within its mature areas.

Policy C-1b: The City shall evaluate the use of catalysts to implement the infill policy including, but not limited to, fee







waivers, transfer of development rights, and development review and approval streamlining of desirable projects.

Objective C-2: Evaluate potential underutilized areas where sensitive redevelopment or revitalization activities are warranted.

Policy C-2a: The City shall identify criteria to evaluate areas where redevelopment planning would be appropriate.

Policy C-2b: The City shall evaluate the benefits of Tax Increment Financing (TIF), if approved in the future by the legislature.

Objective C-3: Coordinate future development with the City's shortand long-range strategic infrastructure planning and financing.

Policy C-3a: The City shall continue to implement and update its Capital Improvements Program to frequently evaluate its transportation, utility, and parks and recreation enhancements within identified growth areas, City Center and Village Centers.

Policy C-3b: The City shall continue to prepare and update utilities master plans (i.e., water, wastewater, effluent) to stage infrastructure needs and financial resources to serve growth areas.

Policy C-3c: The City shall update its fiscal impact model every two years to respond to changes in the development and financial environment.

Policy C-3d: The City shall be encouraged to work with developers to design and implement creative financing strategies to offset the infrastructure costs for new growth.

Policy C-3e: The City shall update the Fire Department Strategic Plan to include adequate infrastructure needs and financial resources for public safety and serve growth areas.







Goal D: A Significant and Regionally Linked Park and Open Space Network.

Objective D-1: Utilize internal and external plans and programs for leverage and connection.

Policy D-1a: The City shall implement the recommendations in its adopted Parks, Trails and Open Space Master Plan.

Policy D-1b: The City shall utilize selected recommendations of the MAG Desert Spaces Plan to coordinate internal community connections with external regional open space systems.

Policy D-1c: The City shall continue to partner with its adjacent municipal and county jurisdictions to provide recreational and open space facilities and programs that respond to identified needs that transcend political boundaries.

Policy D-1d: The City shall monitor the preparation and implementation of master/management plans for the Sonoran Desert National Monument, Sierra Estrella Wilderness Area, and Estrella Regional Park and White Tank Regional Park.







10.3 Growth Areas Plan

The Growth Areas Plan identifies four strategic locations of potential growth in the Goodyear Planning Area as well as its City Center and Village Center sites. The identified growth areas are intended to provide a focus that will assist City staff and elected and appointed officials to determine the level of service impacts associated with future development. The identified areas will enable the City to expand and diversify its employment base and increase its capture of sales tax; define its "heart" where its identity can continue to evolve; refocus its open space and recreational potential along the Gila River; and allow for the continued staged infill and expansion of its community. The four growth areas are identified on the following page and quantified below:

Table 10.1
Growth Areas Land Use Summary

Growth Area	Total Acres	Residential Uses ^a		Employment Uses ^a		Support Uses ^a	
		Acres	%	Acres	%	Acres	%
Α	8,160	3,050	37%	3,570	44%	1,540	19%
В	173	43	25%	132	76%	0	0%
С	4,230	440	10%	2,770	65%	1,020	24%
D	5,340	1,710	32%	360	7%	3,270	61%
Total	17,903	5,243	29%	6,832	38%	5,830	12%

a. Land use designations are derived from the Land Use Plan

Sources: City of Goodyear and URS, December 2002

Growth Area A: I-10 Corridor

The I-10 Corridor includes a total of 8,160 acres divided between residential, employment, and support uses. The corridor is projected to contain a buildout population of nearly 34,000 residents, averaging over 11 du/ac, and an employment base of approximately 28,500 jobs. The jobs per capita ratio is 0.84, which is above the ratio (i.e., 0.73) of the overall buildout of the northern region of the planning area.







Figure 10-2 Growth Areas Plan (land use plan within area boundaries)







Growth Area B: City Center

The City Center includes a total of 173 acres divided between a mix of compatible residential and employment uses that are currently undefined. The buildout population and employment of the City Center is not quantifiable due to the flexible nature of the City Center land use designation.

Table 10.2
Growth Areas Population and Employment Summary

Growth	Projected Bui	ildout Population	Projected Jobs		
Area	Population	Average Du/Ac	Total	Jobs per Capita	
Α	34,400	4.2	28,500	0.84	
В	N/A	N/A	N/A	N/A	
С	2,400	2.0	20,400	8.42	
D	12,400	2.7	2,500	0.20	
Total	48,800	2.9	42,080	0.86	

a. The projected buildout population is based on 2.66 persons per dwelling unit in RR, LDR, L-MDR, and MDR; and 2.80 persons per dwelling unit in M-HDR and HDR designated land uses.

Sources: City of Goodyear and URS, December 2002

Growth Area C: Rail - Air Transportation Corridor

The Phoenix-Goodyear Airport includes a total of 4,230 acres divided between employment and public/quasi-public uses. The corridor is projected to contain a buildout population of 2,400 residents and an employment base of approximately 20,400 jobs. Due to the fact that there is a significant amount of Light and General Industrial land uses within this growth area, the jobs per capita ratio is 8.42 which is considerably above the ratio (i.e., 0.80) of the overall buildout of the mid-region of the planning area.







Growth Area D: Gila River Corridor

The Gila River Corridor includes a total of 5,340 acres divided among residential, employment and open space uses. The corridor is projected to contain a buildout population of over 12,400 residents and an employment base of approximately 2,500 jobs. The jobs per capita ratio is 0.20, which is well below the ratio (i.e., 0.80) of the overall buildout of the mid-region of the planning area.







10.4 Growth Areas Element Implementation Activities

The Growth Areas Element Implementation Activities identify both short- and long-term projects that will achieve the goals and objectives identified previously. A listing of these activities is provided below and organized into both near (1-5 year) and long-term (5-10 year) timeframes to support the 10-year update timeframe mandated by Arizona Revised Statutes (ARS). The activities identified for near-term implementation are further defined in Chapter 12.0, *Implementation Program*.

Near-Term Implementation	Long-Term Implementation		
Activities	Activities		
City Center Master Plan	Phoenix-Goodyear Airport Specific		
	Plan		
Strategic Economic Development Plan	I-10 Corridor Specific Plan		
Update			
Update Utilities Master Plan	Infill District Program		
Update Fire Department Strategic	Parks, Trails and Open Space Master		
Plan	Plan Update		
	Sonoran Desert National Monument		
	Resource Management Plan		
	Participation		



